## What is Destination Marketing?

Destination marketing is a form of marketing, in which a destination is promoted to potential visitors, in order to increase the number of people that travel to that location. The destination can be fairly specific, as is the case with town or [city marketing](https://www.revfine.com/city-marketing/), or much broader, as is the case with region or [country marketing](https://www.revfine.com/country-marketing/).

Ultimately, the purpose of destination marketing is to make your location or destination seem more attractive than the main alternatives, boosting the number of people who travel there and assisting the local [travel industry](https://www.revfine.com/travel-industry/). It is also about increasing awareness of the destination, with a view to raising demand and improving its reputation.

## Why is Destination Marketing Important?

To attract travellers to a certain destination, it is important that the plus points of that destination are highlighted. This is especially crucial when one destination is competing with another for the same tourists or visitors. An example of this would be both the Caribbean and the Great Barrier Reef offering excellent diving experiences.

The goal of most destination marketing is to promote your destination as superior to alternatives, by highlighting the things that make it unique, or the things that make it a desirable place to travel to. Successful destination marketing can then be of huge benefit to the local [tourism industry](https://www.revfine.com/tourism-industry/), including hotels, restaurants, bars, airlines and related suppliers.

# Destination marketing can be invaluable for anyone that stands to make money by increasing the number of people travelling to a location. This includes local and national governments, airlines, travel agents, but also entertainment venues, tourist attractions and operators of hotels and resorts. In this article, you will learn more about some of the destination marketing strategies that can help to attract more visitors.